

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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James A. Weaver, President of Own Brokerage Firm, To Address Marketing Session at N. C. A. Convention

James A. Weaver, president of the food brokerage firm in Lancaster, Pa., bearing his name, will be a speaker at the Marketing Session at the 1958 N.C.A. Convention in Atlantic City on Tuesday, January 21.

Mr. Weaver will discuss the changes that are occurring in the distribution pattern for canned foods and how these will affect the marketing procedures of rank and file canners.

Mr. Weaver brought to his brokerage career a wealth of experience and knowledge of canned foods. Following his graduation from Pennsylvania Military College, he was employed by the P. J. Ritter Company at Bridgeton, N. J., in all phases of growing and canning. His experience embraces field work with farmers, proc-

essing, and labeling. Two years later he was assigned to the Ritter sales office in Philadelphia, contacting brokers along the Atlantic Seaboard. In 1938 he was given the eastern Pennsylvania territory, where subsequently he established his own brokerage business.

This was interrupted by four years of war duty, in which Mr. Weaver attained the rank of major. On his release from service in 1946, he re-established his business at Lancaster and began calling on former customers. The Weaver sales organization provides regular contact with both wholesale and retail outlets in the upstate Pennsylvania marketing area for a number of outstanding canner principals. Sales are made to both private and manufacturers' label distributors, but the firm specializes in the development of a manufacturer's label, obtaining retail participation and in-store activity.

Mr. Weaver is a member of the board of trustees of the American Institute of Food Distribution and of the Merchandising Committee of the National Food Brokers Association.

With the selection of Mr. Weaver as a speaker, the program for the Marketing Session now is complete, with the following four speakers:

A. C. Nielsen, Jr., president of the A. C. Nielsen Co.

James A. Weaver, president of James A. Weaver Co., Lancaster, Pa.

Commander Edward Whitehead, president of Schweppes U. S. and Canada, Ltd.

Esther Foley, home service director of MacFadden Publications, Inc.

N.C.A. Procurement Committee To Meet on MSSA Buying

An informal meeting of the N.C.A. Procurement Committee to discuss the current procurement procedures and policy of the Military Subsistence Supply Agency will be held in Chicago December 10, in the Chicago Room of the Palmer House.

Principal subject for discussion will be the method used in handling the small business portion of a total procurement.

A special bulletin announcing the meeting to members of the Procurement Committee also was sent to secretaries of the state and regional associations inviting their attendance. A representative of the MSSA will be present to explain the present method and point out how it differs from the method used until July of this year.

Army QMC Reports on Status of Radiation Sterilization

An Army publication reviewing in non-technical language the current state of development of the new radiation sterilization technique for preservation of foods has been released to the public.

The report was prepared by the Army Quartermaster Corps, which is the government agency charged with research and development of the radiation sterilization process. It is intended to serve business management as a guide to the effects of the technique on industry and its anticipated applications.

Discussed in the volume are the principal features of the process, current obstacles to full utilization, and a history of its development. A section deals with what the process can do for the farmer, grain broker, food processor, health officer, military logistician, grocer, housewife, and instrument manufacturer.

Another section answers such questions as "Are radiation sources available?" (yes, but expense is a big problem); "Can radiations kill the organisms?" (they're lethal to all life); "Are irradiated foods radioactive?" (no); "Are they wholesome?" (just as nutritional as heat-treated

New Format Being Planned for Convention Room Directory

The Convention Room Directory at the 1958 N.C.A. Convention will be published in a new format, listing all firms and individuals in alphabetical sequence and also according to the nature of their businesses.

All firms and individuals will be shown in an A to Z listing, regardless of trade category, as in a city telephone directory.

And a "classified" section, on paper of a different color, will list firms by such categories as canners and other food processors, brokers and buyers, machinery and supply manufacturers and distributors, trade associations, and press-radio-TV-advertising.

The N.C.A. is still receiving instructions from members on the style of listing desired in the Convention Room Directory, and the deadline for receipt of such instructions has been announced previously as December 2.

The Convention Room Directory also will include a third section listing the booth locations of C.M.&S.A. exhibitors and a fourth section which will be the Convention Program, containing a round-the-clock schedule of events and program details.

foods); "Is special packaging needed?" (with minor modification, commercial packaging appears to suffice).

The 17-page report, PB 131171 *Status Report to Management on Radiation Preservation*, W. D. Jackson, Office of the Quartermaster General, U. S. Army, July, 1957, may be ordered from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for 50 cents a copy.

The Nebraska Farmer and Colorado Rancher and Farmer

Many canned foods are included in an article which appears in both the November 2 issue of *Nebraska Farmer* and the November 9 issue of *Colorado Rancher and Farmer* under the title "It Takes Careful Planning to Save Money, Cooking for a Crowd."

Sue Smith, home editor of the magazines, says: "From now until Christmas is banquet time for a number of organizations. Many of these banquets will be shopped for, prepared and served by the club members." Included in the article were several recipes "especially developed for quantity cooking."

Both magazines carry a recipe for "lattice chicken pie" using canned peas and pimientos. The article in *Colorado Rancher and Farmer* also includes "fruit puff meat garnish" using canned peaches, pears and apricots; beet relish using canned diced beets; apple pie using canned apples; and "hospitality punch" using canned grape juice.

Family Circle

Canned foods are used generously in the November issue of *Family Circle* magazine. Food editor Grace White gives two menus in the article "Dinners That Say Welcome." One is for Thanksgiving dinner and the other is a party buffet.

The menus and recipes include the following canned foods: clam juice, tomato juice, mushrooms, ripe olives, pumpkin, cranberry juice cocktail, pineapple, chili sauce, luncheon meat and corn. The Thanksgiving menu also includes buttered peas.

Two shorter articles rely largely on canned foods for the recipes. "When You Pack a Lunch" uses canned soups, relishes, meats, poultry, fish, baked beans and chili con carne. A total of 30 canned food uses are included.

"Berry-bright Cranberry Relishes" uses canned cranberry juice cocktail, whole and jellied cranberry sauce, peaches, apricots, pineapple juice and applesauce.

Canned Foods Purchased by MSSA from 1956 Pack

The volume of canned fruits, vegetables, and juices purchased from the 1956 pack by the Military Subsistence Supply Agency in Chicago has been made available to N.C.A.

The purchases were for all of the armed services—the Army, Navy, Marine Corps, and Air Force. The summary covers only the annually-procured items.

Following are the total purchases in pounds, with comparisons:

CANNED VEGETABLES

	1955	1956	Percent change from 1955
(thousands of pounds)			
Asparagus.....	3,848	3,541	-8
Beans, lima.....	8,361	11,017	+32
Beans, snap.....	17,312	20,450	+18
Bean sprouts.....		1,372
Beets.....	8,814	10,851	+23
Carrots.....	1,767	5,642	+219
Catsup, tomato.....	22,502	28,280	+26
Chili sauce.....	1,334	1,950	+46
Corn, cream style.....	6,007	10,284	+71
Corn, whole grain.....	16,476	19,973	+21
Hominy.....	260	
Peas.....	19,212	28,457	+48
Potatoes, sweet.....	8,221	11,291	+37
Pumpkin.....	1,749	2,024	+16
Sauerkraut.....	9,359	7,836	-16
Spinach.....	3,535	5,150	+46
Tomatoes.....	19,542	39,335	+101
Tomato paste.....	8,408	11,764	+40
Tomato puree.....	2,335	1,094	-53
Total.....	159,043	220,341	+39

CANNED FRUITS

	1955	1956	Percent change from 1955
(thousands of pounds)			
Apples.....	9,011	17,634	+96
Applesauce.....	7,591	5,715	-25
Apricots.....	4,556	5,767	+27
Blackberries.....	2,061	3,081	+49
Blueberries.....	1,543	1,105	-28
Cherries, RSP.....	9,873	7,343	-26
Cherries, sweet.....	5,072	3,942	-22
Cranberry sauce.....	2,745	4,150	+51
Figs.....	1,770	1,873	+6
Fruit cocktail.....	10,378	8,196	-21
Grapefruit.....	4,548	3,388	-26
Peaches.....	20,839	21,230	+2
Pears.....	11,238	15,561	+38
Pineapple.....	15,990	26,374	+65
Plums.....	4,143	3,214	-22
Total.....	111,357	128,579	+15

CANNED JUICES

	1955	1956	Percent change from 1955
(thousands of pounds)			
Apple.....	81	4,273	+5163
Grape.....	1,380	1,682	+22
Grapefruit.....	3,484	4,070	+17
Grapefruit and orange.....	6,306	8,309	+32
Orange.....	12,287	9,006	-26
Pineapple.....	15,515	26,374	+70
Tomato.....	35,513	35,368
Total.....	74,566	89,173	+20

Gain in Economic Output Reported for Third Quarter

Gross national product in the third quarter was at an annual rate of \$439 billion, up \$5 billion from the second quarter and \$12 billion more than the third quarter of last year, according to the Office of Business Economics, U.S. Department of Commerce.

Consumer buying increased, while investment and government purchases held in the aggregate at the rate to which they had advanced in the third quarter.

The real volume of goods and services produced during the summer was about on a par with that turned out in earlier quarters of the year, it was said, and real output for the first nine months of 1957 as a whole was reported up from last year's record rate.

Personal income in the third quarter had advanced almost \$4 billion to reach an annual rate of \$346½ billion. Wage and salary adjustments accounted for close to \$3 billion of this increase. Most other types of income also showed gains by comparison with the second quarter.

However, personal income in the month of October declined \$1 billion from September and was at a seasonally adjusted annual rate of \$345½ billion, according to the OBE. The October income flow was \$11½ billion or 3½ percent higher than in the same month last year.

Wage and salary disbursements declined by \$1½ billion from September to October, while government transfer payments increased by about \$½ billion. The bulk of the October decline in wages and salaries occurred in manufacturing industries. The rise in government transfer payments was attributed to an increase in unemployment insurance benefits and higher old-age benefits.

Personal income in the first ten months of 1957 was at an annual rate of \$342½ billion, \$17½ billion or 5½ percent higher than in the corresponding period of 1956.

Wholesale Distributors' Stocks of Canned Foods

A report on stocks of 13 canned foods in the hands of wholesale distributors on November 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

Distributors' stocks of canned corn were down 2 percent from a year ago, while stocks of peas were reported up 8 percent and sauerkraut stocks were up 5 percent.

Distributors' stocks of grapefruit segments were 6 percent above November 1, 1956, but reductions from year-ago levels were indicated for all other fruit items covered in this report. In contrast, canners' stocks of four fruit items were substantially above their year-ago levels, with only canners' pineapple stocks showing a reduction.

Distributors' stocks of juices indicated mixed trends. Reductions from November 1, 1956 levels were indicated for pineapple juice and orange juice, and increases were reported for grapefruit juice and citrus blends. Canners' stocks of all juice items were substantially above their year-ago levels.

Commodity	Nov. 1 1956	July 1 1957	Nov. 1 1957
(thousands of actual cases)			
Vegetables:			
Corn.....	4,085	3,540	3,601
Peas.....	3,679	n.a.	3,959
Sauerkraut.....	652	573	686
Fruits:			
Apples.....	474	402	421
Applesauce.....	1,390	1,131	1,307
Cherries, RSP.....	650	309	311
Grapefruit segments.....	371	397	392
Pineapple.....	1,858	1,861	1,807
Juices:			
Citrus blends.....	360	540	401
Grapefruit.....	726	900	816
Orange.....	948	1,148	940
Pineapple.....	1,499	1,303	979
Fish:			
Maine sardines.....	388	212	298

n.a.—not available.

Meat Canned in Fiscal 1957

The quantity of meat canned and meat products processed under federal inspection during the fiscal year 1957 has been reported by the Agricultural Marketing Service of USDA at 2,167,722,000 pounds, including quantities for defense.

This compares with production of 2,307,407,000 pounds during the fiscal year ended June 30, 1956 (see INFOR-

MATION LETTER of Aug. 4, 1956, page 270).

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION FOR FISCAL YEAR 1957

	3 Lbs. & over	Under 3 Lbs.	Total
(thousands of pounds)			
Luncheon meat.....	159,675	138,945	298,619
Canned hams.....	225,037	6,441	231,479
Beef hash.....	3,784	76,190	79,974
Chili con carne.....	8,020	134,622	142,643
Vienna sausage.....	1,954	60,666	62,619
Frankfurters and winers in brine.....	41	3,924	3,966
Deviled ham.....		9,332	9,332
Other potted and deviled meat products.....	18	32,189	32,177
Tamals.....	2,104	31,834	33,938
Sliced, dried beef.....	237	3,898	4,135
Chopped beef.....	102	17,849	17,951
Meat stew.....	1,225	101,757	102,982
Spaghetti meat products.....	2,290	100,069	103,360
Tongue (not pickled).....	803	2,050	2,853
Vinegar pickled products.....	10,712	16,925	27,637
Sausage.....	29	13,414	13,442
Hamburger.....	1,770	29,499	31,269
Soups.....	18,916	522,929	541,845
Sausage in oil.....	4,089	3,721	7,810
Tripe.....	40	4,742	4,782
Brains.....	89	2,606	2,695
Loins and picnics.....	29,051	1,851	30,902
All other products 20% or more meat.....	6,585	80,505	87,090
All other products less than 20% meat (except soup).....	8,811	226,785	235,595
Total all products.....	485,384	1,623,611	2,108,995

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 2,167,722 thousand pounds.

Stocks and Shipments of Corn and Peas

Reports on canners' stocks and shipments of canned corn and canned peas have been issued by the N.C.A. Division of Statistics.

CANNED CORN

	1956-57	1957-58
(actual cases)		
Carryover, Aug. 1.....	2,145,512	5,632,057
Pack.....	42,244,516	37,516,892
Total supply.....	44,390,028	43,148,949
Stocks, Nov. 1.....	33,764,426	32,747,189
Shipments to Nov. 1.....	10,625,602	10,401,760

CANNED PEAS

	1956-57	1957-58
(actual cases)		
Carryover, June 1.....	2,058,432	3,901,038
Pack.....	33,093,977	37,806,943
Total supply.....	35,152,409	41,707,981
Stocks, Nov. 1.....	20,849,328	26,674,491
Shipments during Oct.....	3,018,633	2,841,689
Shipments to Nov. 1.....	14,303,081	14,833,490

New Schedule B Code Required on Export Declarations

Effective January 1, 1958, Schedule B commodity classification code numbers required on Shipper's Export Declarations will be shown in the 1958 edition of Schedule B, *Statistical Classification of Domestic and Foreign Commodities Exported from the United States*.

The 1952 edition of Schedule B with amendments will be obsolete after December 31.

The 1958 edition of Schedule B will show 5- rather than 6-digit code numbers. With this change it will be readily apparent to Collectors of Customs whether the revised Schedule B has been used in preparing Shipper's Export Declarations. Exporters must use the new 1958 Schedule B starting January, 1958.

The 1958 edition of Schedule B will be sold on a subscription basis for \$6.00 by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or from local Collectors of Customs or Commerce Department field offices.

Trade Policy Committee

By Executive Order 10741, the President on November 25 established a Trade Policy Committee at Cabinet level to advise and assist in the administration of the reciprocal trade agreements program.

The Trade Policy Committee consists of the Secretaries of State, Treasury, Defense, Interior, Agriculture, Commerce, and Labor, with the Secretary of Commerce as chairman.

The Committee is interposed between the President and two agencies—the Interdepartmental Committee on Trade Agreements and the Tariff Commission—which have been important in the development of U. S. foreign economic policy.

Important new functions of the Trade Policy Committee are to make recommendations on basic policy issues as a guide to the Trade Agreements Committee, to review each recommendation made by the TAC to the President, and to recommend to the President what action he should take on reports by the Tariff Commission under the escape clause.

The Executive Order limits alternates on the Trade Policy Committee to "officials who are required to be appointed by the President with the advice and consent of the Senate."

Vice President Burns Advises Keeping Growers Informed

Pennsylvania canners were urged by N.C.A. Vice President E. E. Burns this week to build confident and harmonious relationships with canning crops producers, in order to help stabilize food marketing.

A sharing of knowledge about the supply and demand in America's free market will benefit the canner, the grower, and the public alike, Mr. Burns declared, in a principal address at the annual convention of the Pennsylvania Canners Association.

Mr. Burns suggested that the rapid rise in canned foods popularity in recent years has led too many to incline toward unlimited production, and he cautioned against this.

"Continued overproduction can lead to government or organized controls, and the record of this type of economy is bad," he stated.

It would be in the public interest in helping achieve stability in agriculture, Mr. Burns said, for canners to furnish every possible assistance to canning crops producers in making their ventures successful. He advocated a strengthening of the individual canner-grower relationship, and a united effort in both short- and long-range programs.

Mr. Burns also advised canners to keep their legislators informed on the economics of canned foods production, processing, and distribution. "We in New York State learned last year, possibly too late, that we failed on that score when undesirable marketing legislation was introduced into our assembly by organized groups, unbeknown to a majority of both canners and growers."

Highlights of Mr. Burns' address were distributed by the Information Division in a press release to 219 Pennsylvania newspapers, 169 radio and TV stations, the national and local wire services, and the canning trade papers.

Pennsylvania Canners Assn.

John A. Hauser of The C. H. Muselman Co., Biglerville, was reelected president of the Pennsylvania Canners Association recently at the group's annual convention.

Other officers, also reelected, are Charles O. Koller, Chas. G. Summers, Jr., Inc., New Freedom, vice president—vegetables; W. Howard Green, Concord Foods, Inc., Concordville, vice

president—mushrooms; Edward J. Nowicki, Jr., Knouse Foods Cooperative, Inc., Peach Glen, vice president—fruits; Jack R. Grey, York, executive secretary; and Miss R. M. Mears, York, treasurer.

Wisconsin Canners Association

O. V. Otteson of Friday Canning Corp., New Richmond, was elected president of the Wisconsin Canners Association recently at the group's annual convention.

K. S. Kneiske of the Mammoth Springs Canning Co., Sussex, was elected vice president. Don A. Bonk of Chilton Canning Co., Chilton, was elected recording secretary, W. C. Schorer, Jr., Reedsburg Foods Corp., Reedsburg, was reelected treasurer, and Marvin P. Verhulst, Madison, was continued in office as executive secretary.

Georgia Canners Association

W. Ennis Parker of Pomona Products Company, Griffin, was elected president of the Georgia Canners Association recently at the group's annual convention.

Julian McPhillips, Jr., of King Pharr Canning Operations, Inc., Cullman, Ala., was elected first vice president, and Ralph Kelley of R. O. Kelley Co., Midville, Ga., second vice president. Ken Williams was continued in office as secretary-treasurer.

IRS Statement on Expense Deductions by Individuals

Following is the text of a statement issued November 25 by the Internal Revenue Service with regard to expense deductions by individuals on their 1957 income tax forms:

"Taxpayers will not be required to answer line 6(a) of the 1957 individual income tax return Form 1040, and, thus employees will treat travel, reimbursed expenses, etc., for 1957 as they have in the past. All Internal Revenue district offices are being so informed.

"This action is taken because the decision to include a new line in the 1957 income tax return Form 1040 was not made public until ten months of the tax year had passed, and hence had a retroactive effect. Taxpayers have emphasized to the Service that most employees who receive reimbursements for expenses file bills and receipts with their employers and do not retain copies. To attempt now to secure data would place too great a burden on many taxpayers.

"This decision does not change the long-standing rules which the Revenue Service has been following with respect to substantiation of deductions when a taxpayer's return is audited.

"For the year 1958, all individual taxpayers who incur expenses in connection with their employment should keep adequate records of their expenditures and reimbursements so that for 1958 and later years they will be in a position to supply expense account information from their own personal records."

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